

# **Media and Information Literacy**

## **Quarter 1 – Module 3: Types of Media**

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at [action@deped.gov.ph](mailto:action@deped.gov.ph).

**We value your feedback and recommendations.**

## **Lesson 1**

# **Types of Media**

In the age of digital technology where information can be easily accessed, the question of what media is appropriate from reaching the audience to delivering its content effectively has great significance. In this lesson, you will learn about the types of media and media convergence.



This type of media paper and ink is reproduced in a printing process that is traditionally mechanical such as books, newspapers, magazines, journals, newsletters, and brochures. Print media may include text, graphics, or a combination of both.

A type of print media which is a simple and flexible format for conveying ideas, whether handwritten or printed. Not all text media are print media. Text media may also be displayed on-screen as part of broadcast media, multimedia, or new media.

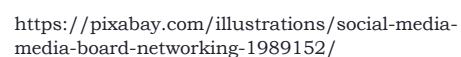
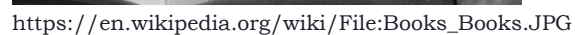


Figure 1. Examples of text media

An important feature of text media is **typography**. *Typography* is the art and technique of arranging the visual component of the written word. It features textual designs with optical illusions that improve readability and help convey meaning. Fonts and alignment are parts of typography.

## **Visual Media**

A type of print media that refers to pictures, photos, images, and graphics used to channel communication using the sense of sight. Visuals combined with text are also considered as visual media. Like text media, visual media are not limited to print media, however. “Visual media” is a general term for any medium that mainly makes use of sight as a channel to receive the message.

An important feature of visual media, in print or elsewhere, is **graphic design**. It is the process of visual communication that organizes and presents information developed through a creative process for a particular purpose. Graphic design is part of your daily life. From things like candy wrappers to huge things like billboards to the T-shirt you are wearing, graphic designs inform, persuades, organizes, stimulates, locates, identifies, attracts attention, and provides pleasure.

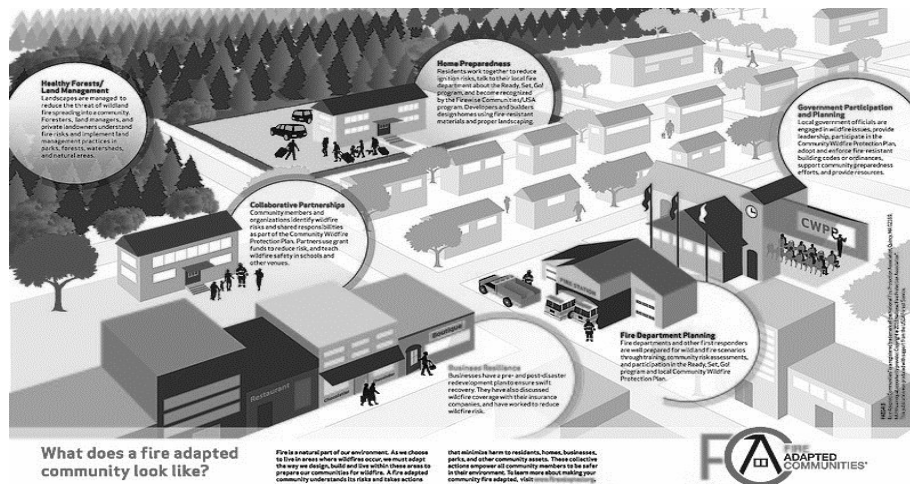


Figure 2. Examples of graphic designs

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<https://search.creativecommons.org/photos/c0477258-e77e-472f-96dc-8d3c2f443bff>  
<https://search.creativecommons.org/photos/e17049ea-4ac2-46ea-a18d-61089a0228e3>

## **Examples of Visual Media**

1. **Informational Graphics** (Infographic) – is a visual representation of information to understand the high-volume and complex data easily, e.g., graphs, charts.



[https://en.wikipedia.org/wiki/File:Fire\\_Adapted\\_Communities\\_infographic.jpg](https://en.wikipedia.org/wiki/File:Fire_Adapted_Communities_infographic.jpg)

Figure 3. An example of Infographic

2. **Cartoons** – a sketch or drawing intended as satire, caricature, or humor, e.g., comic strip, editorial cartoons in newspapers and magazines.

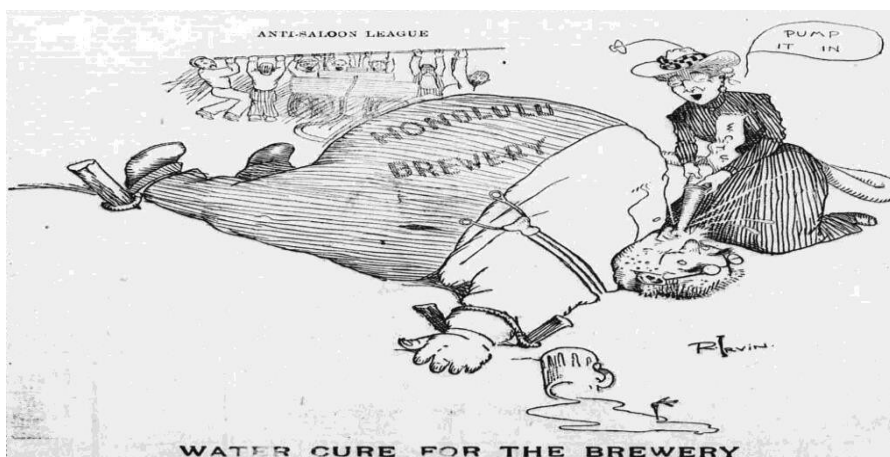


PHOTO SOURCE: <https://www.flickr.com/photos/uhmlibrary/6463130693>

Figure 4. An example of editorial cartoon in newspaper

3. **Photography** – A photograph is an image created by light captured on a light-sensitive surface, which is usually photographic film. Nowadays, few people use photographic film. The advent of digital photography via digital cameras and cellular phones has made taking photographs easier and less expensive.

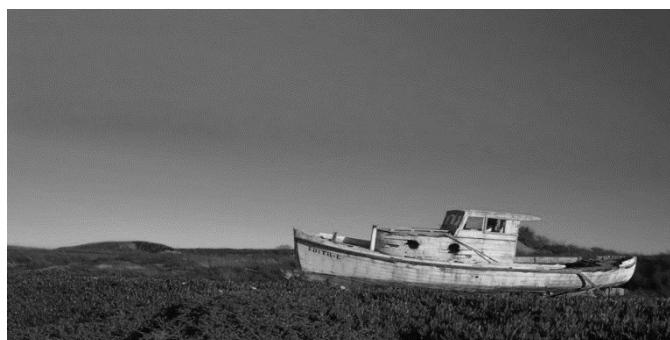


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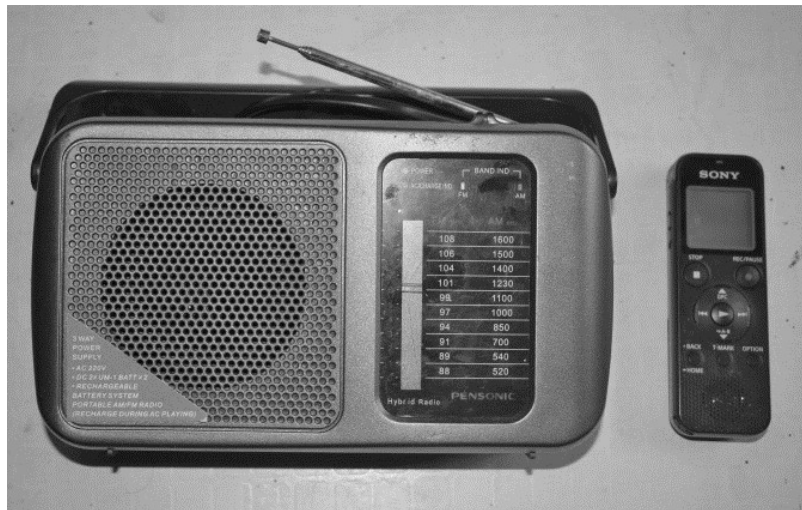
*Figure 5. An example of photography*

## **BROADCAST MEDIA**

A type of media that reaches target audiences using airwaves as the transmission medium. Examples of broadcast media are radio and television.

### **Audio Media**

A type of broadcast media that uses audio or voice recording as a medium in the delivery of information. These are devices that appeal to the auditory sense.



*Figure 6. Radio and voice recorder as audio media*

### **Multimedia**

A type of broadcast media concerned with the computer-controlled integration of text, graphics, drawings, still and moving images (video), animation, audio, and any other media where every type of information can be stored, communicated, and handled digitally. Multimedia can be recorded and played, displayed, interacted with or accessed by information-processing devices, such as high-tech and automated devices, but can also be part of a live presentation. Multimedia devices are electronic media equipment used to store and play or display multimedia content. In the early years of multimedia, "rich media", a term with a similar concept was used in advertising. "Hypermedia" is an extension of multimedia, where photos or graphics are linked to other sources of information.

### **New Media**

A term used to integrate the different technologies emerging on one digital platform to organize and distribute content. Some examples are podcasts, augmented reality, video games, blogs, and wikis. There are two common

characteristics of new media: disseminating the information to several receivers which is theoretically infinite, in customized ways, depending on the specification for endorsed categories.

## **MEDIA CONVERGENCE**

Media convergence refers to the merging of different equipment and tools for producing and distributing news through digitization and computer networking. It allows media texts to be produced and distributed on multiple media devices. This is also known as technological convergence. Media convergence is the synergy of communication, computing, and content in the digital world. A smartphone that has a camera, radio, web browser, video, etc. is an example of converged media.